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consumer time

CONFERENCE IN CARACAS

NE TWORK: NBC

DATE: July 28, 1945

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1.	SOUND:	CASH REGISTER RINGS TWICEMONEY IN TILL
2.	JOHN:	It's CONSUMER TIME! CASH REGISTERCLOSE DRAWER. During the next fifteen minutes, the National Broadcasting
3.	SOUND:	CASH REGISTERCLOSE DRAWER.
4.	ANNCR:	During the next fifteen minutes, the National Broadcasting
		Company and its affiliated independent stations make their
		facilities available as a public service for the presentation
		of CONSUMER TIME, by the U. S. Department of Agriculture.
5	JOHN:	Friends, today as we promised, we are going to take you to
		South America. We're going by short wave to Caracas, Venezuela.
6,	FREYMAN:	Yes, and we're going to broadcast CONSUMER TIME from there,
		because right now Caracas is a very exciting place. It's the
		scene of the Third Inter-American Conference on Agriculture:
7.	JOHN:	Already, this important Conference has been in progress for severe
		days. And delegates from every South and Central American
		Republic, and from the United States are attending. We're
		going to hear from some of these delegates, in just a few
		minutes,
8.	FREYMAN:	Johnny, maybe we'd better tell a little about what this Inter-
		American Conference on Agriculture is going to mean to us
		here in the United States.

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market had not been been seen

9. JOHN: Well, Mrs. Freyman, very simply, it's just this. These countries are meeting to plan for post-war agriculture in the Americas. In other words, it's a conference to discuss reconversion of

10. FREYMAN:

JOHN:

11.

agriculture from a wartime to a peacetime basis, and the problems that post-war agriculture will face. Well, that sounds very important, Johnny ... and we'll all be

have to say. Especially so, since there's so much talk nowadays about post-war reconversion in industry and in other fields. Yes, indeed, Mrs. Freyman. And now, let's set the stage for CONSUMER TIME'S South American pick-up today ... all the way

interested to hear what these outstanding men in agriculture

- It's a beautiful city, Johnny, with quaint Spanish houses, 12. FREYMAN: patios overflowing with flowers, tall mahogany trees in the parks...
- And don't forget the lovely senoritas, Mrs. Freyman: 13. JOHN:

to Caracas.

Oh, of course! And right now, Caracas is a gay place indeed! FREYMAN: 14. So let's go down across the blue Caribbean to the picturesque little port town of La Guaira (La Gwyra), Venezuela, then wind back over the mountains to the city of Caracasi. scene this year of the Third Inter-American Conference on Agriculture. WATCH SWITCH COMING UP 12:17 PM - EWT...CUE IS UNDERLINED.

ENGINEER:

And now...we'll hear all about this important conference from 15. JOHN: some of the delegates themselves. We take you now to Caracas, Venezuela.

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16. LINK:

Hello, everyone. We are talking to you from Caracas. Venezuela. scene of the Third Inter-American Conference on Agriculture. Delegates from all the Americas have gathered here in this historic city to plan and discuss postwar agriculture throughout the Western Hemisphere. Today we're going to bring you the story of what this conference on agriculture will mean to all of us. And to help us tell this story, we have here at our conference round-table three distinguished delegates. Dr. Roberto Guirola, Minister of Agriculture of Guatamala, and Vice President of the Conference. Mr. Leslie Wheeler, Director of the Office of Foreign Agricultural Relations of the U. S. Department of Agriculture, and chairman of the United States delegation in Caracas. And Dr. Hazel Stiebeling, Chief of the Bureau of Human Nutrition and Home Economics of the U. S. Department of Agriculture. Dr. Guirola, as Vice President of this Conference, what do you think is the highlight of the meeting so far?

17. GUIROLA:

I think it is the spirit of what you in the United States call "teamwork", here among the delegates of all of our nations.

They are talking frankly and freely about the agricultural problems and opportunities which face us here in the Americas.

Do you agree with me, Mr. Wheeler?

18. WHEELER:

Yes, I do, Dr. Guirola. And I think more than that. I think there's a realization that not only do we of the Western Hemisphere have common problems that need common action, but we also have these problems in common with all the nations of the world.

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- 19. STIEBELING: As a woman, and as one whose field is nutrition, I think we have to look at all of these problems in relation to people.

 And people get just as hungry in China, or in India, or in the United States, as they can in South America. Hunger plays no favorites.
- 20. VHEELER: Well, Dr. Stiebeling, this more or less brings us down to what
 the Agricultural Conference here in Caracas is all about.
 Although most of the discussions here are concerned with technical agricultural matters, they point towards two very practical down-to-earth results. First...to improve the lot of farm people in our countries. Second...to raise the standards of living of our people by increasing the efficiency of agricultural production.
- 21. GUIROLA: Your first point, Mr. Wheeler, about improving the lot of the farm people, is especially important when we realize that over two-thirds of the people in the world are engaged in agriculture
- 22. STIEBELING: Yes, and of course food and agricultural products are the most important single element of our standard of living. In the United States since the war, we've become more conscious of food and its importance, because of wartime shortages. The next year is going to be a very crucial one. There are millions of people near starvation in Europe right now. Food is very much in our thoughts these days.
- 23. WHEELER: Dr. Stiebeling, I think you'd admit that although we are thinking more about food now because of wartime rationing, even before the war there were many people in the United States who were not too well fed. We just haven't realized it as much as we do now.

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- 24. STIEBELING: That's particularly true if you are thinking in terms of nutri-
- 25. GUIROLA: The same thing is true very largely throughout the countries of

 South and Central America. The tragic part of it is that people

 who are undernourished do not have the strength to combat disease

 nor the strength to do the hard work that is necessary to in
 crease production and to raise the standard of living.
- 26. STIEBELING: Yes, it's a vicious circle, isn't it, Dr. Guirola!
- 27. GUIROLA: These Inter-American Conferences have greatly helped us in South and Central America...in improving our agricultural methods and in developing our agricultural resources.
- 28. WHEELER: Well, what helps you, Dr. Guirola, also helps us in the United States. We need many of the things that are grown in your countries. If you increase your efficiency in producing the things that we want from you, it means that our people in the United States can enjoy the benefits too. The same is true when we increase our efficiency in producing things in the United States which you want from us. That benefits your people.
- 29. GUIROLA: That really is the basic reason for trade between countries, isn't it, Mr. Wheeler?
- 30. WHEELER: Yes, Each country produces the thing that it can grow best.

 And the more productive we become, the higher our standard of living.
- 31. STIEBELING: And we women came to realize how important agriculture in other countries is to us, for instance, when we found we couldn't get all the sugar we wanted.
- 32. WHEELER: Well, we've been talking so far only about shortages, and of course these shortages are going to exist for the next year or perhaps more. But after that, we may be faced with surplus agricultural products in some cases.

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- 33. GUIROLA: Well..."surplus", Mr. Wheeler, is a rather misleading word, because even during times when we could not sell all the agricultural products we produced, there were millions of people
 who were undernourished and not properly clothed.
- 34. STIEBELING: I certainly agree with you on that, Dr. Guirola.
- Yes, that's true, but nevertheless there are problems of having more agricultural products than we can sell, and if we're going to avoid greater hardship on the farm population in the postwar period, we have got to find ways of marketing more of these goods. And that's another important subject that we've been dealing with here at this agricultural conference in Caracas.
- 36. GUIROLA: Well, it's true that no one country can do this job alone. We have got to work together to see what the needs of the world are, and how they can be best supplied.
- That's exactly my point, Dr. Guirola. I think that all of
 the countries of the world are now realizing that no one country
 can take action to solve its own problems, which increases the
 problems of other countries, because that leads to economic
 warfare, and economic warfare is too apt to lead to military
 warfare.
- 38. STIEBELING: It seems to me the point that both of you are making is that we are all living in a world too small for us to turn our backs on the other fellow's problems. We have found that we must cooperate with other nations to fulfill our common aims.
- 39. GUIROLA: Yes, and the Inter-American Conference on Agriculture is the practical machinery to get common action on the part of our countries.

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- 40. VHEELER: But we must also realize that although we in the Western Hemisphere have very close ties of friendship as well as economic
 interests, we must look beyond our own hemisphere. The American
 must take their place alongside of the rest of the United Nation
- 41. GUIROLA: Yes, and that is why I am so glad that your United States Delegation, Mr. Wheeler, has introduced a resolution that the American Nations take an active part in the United Nations Food and Agriculture Organization, which your own United States

 Senate ratified just one week ago.
- 42. WHEELER: Now, it is not only necessary for countries to cooperate on agricultural matters...but those of us who are interested in agriculture must realize that problems of selling our products at fair prices are related to general business conditions, both in our own countries and all over the world.
- 43. GUIROLA: I should say that business men must realize that too. They must remember that the problem of the farmers is their problem also.
- 44. STIEBELING: You know it seems to me that you men are getting up in the clouds, on our round-table discussion. Maybe you'd better explain this last point a little more fully.
- 45. WHEELER: Well, it's just this...the war has taught us that the secret of prosperity on farms is mass purchasing power by the people in the cities.
- 46. GUIROLA: We must find a way to keep employment high after the war. That' the best way to provide a market for the farmer.
- 47. WHEELER: And when the farmer sells his crops at good prices, he is a good customer for the things that business makes.
- 48. STIEBELING: Well, I think that's very clear. And I'd like to add that if
 employment is high, the consumer makes out all right too...
 because there is money to buy the products of both agriculture
 and business.

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Right you are, Dr. Stiebeling: Well...we can't solve all these problems in two weeks here in Caracas, but we can and have made a start towards promoting more efficient methods of agriculture so that farmers and consumers will get a better break. And perhaps of even greater importance we members of the American Nations have cooperated freely in solving our problems.

ENGINEER:

WATCH SWITCH COMING UP 12:27 PM EWT...CUE UNDERLINED.

50. LINK:

And I'm afraid that's about all we have time for, on our round-table discussion on postwar agriculture. Friends, in this beautiful city of Caracas, Venezuela...such discussions resolutions as you have just heard...are taking place every day, from morning until night. Delegates from all over the Americas are meeting here for two weeks...during the Third Inter-American Conference on Agriculture.

Heard on today's broadcast were Dr. Roberto Guirola, Minister of Agriculture of Guatemala, and Vice President of the Conferenc Mr. Leslie Wheeler, Director of the Office of Foreign Agricultural Relations of the U. S. Department of Agriculture, and chairman of the United States Delegation in Caracas. And Dr. Hazel Stiebeling, Chief of the Eureau of Human Nutrition and Home Economics of the U. S. Department of Agriculture. This is Bill Link in Caracas, Venezuela.

We return you now to Washington, D. C.

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FREYMAN: Well, Johnny...you know during this war there have been many spectacular and wonderful new developments in foods. New industrial uses for foods have been discovered...and there's quite a story in that!

JOHN: So...

FREYMAN: So we're going to tell this story from the Western Research

Laboratory in Albany, California. We'll hear from scientists

themselves about some of these wonderful new food discoveries.

JOHN: Be with us then for another edition of...

SOUND: CASH REGISTER

ANNCR: CONSUMER TIME:

SOUND: CASH REGISTER

JOHN: How your money buys a living in wartime!

SOUND: CASH REGISTER....CLOSE DRAWER.

ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the U.S. Department of Agriculture through the facilities of the National Broadcasting Company and its affiliated independent stations. This broadcast period for CONSUMER TIME has been made available as a public service.

This is the National Broadcasting Company.

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